

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 712838
Alt Order #: 6310799
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 77
Flight Dates: 09/12/12 - 09/18/12
Original Date / Rev: 09/11/12 / 09/11/12
Order Type: Political

WTLV-TV
Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	56	\$22,810.00	\$19,388.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	56	\$22,810.00	\$19,388.50	0.00
Totals	56	\$22,810.00	\$19,388.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	12%	\$22,810.00
Market	100%	\$190,083.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$7,603.33
WCWJ	1%	\$1,900.83
WJXT	24%	\$45,620.00
WJXX	13%	\$24,710.83
WTEV	46%	\$87,438.33

New

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/18/12	09/18/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	-T-----	:30	1	\$425.00	P-3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----					1	\$425.00		0.00			
E 2	WTLV	09/12/12	09/14/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	--WTF--	:30	3	\$425.00	P-3	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$425.00		0.00			
E 3	WTLV	09/12/12	09/14/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	--WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$800.00		0.00			

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	09/17/12	09/18/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2				\$800.00		0.00			
E 5	WTLV	09/18/12	09/18/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-----		1				\$400.00		0.00			
E 6	WTLV	09/12/12	09/14/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		3				\$400.00		0.00			
E 7	WTLV	09/12/12	09/12/12	Today Show II M-F 9-10am	CM	9a-10a	--W----	:30	2	\$875.00	P-1	0.00	NM	2	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--W----		2				\$875.00		0.00			
E 8	WTLV	09/17/12	09/18/12	Today Show II M-F 9-10am	CM	9a-10a	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2				\$400.00		0.00			
E 9	WTLV	09/17/12	09/18/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT-----	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2				\$125.00		0.00			
E 10	WTLV	09/12/12	09/14/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	--WTF--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		3				\$125.00		0.00			
E 11	WTLV	09/12/12	09/14/12	M-F 4-5p Ellen	CM	M-F 4p-5p	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		3				\$150.00		0.00			
E 12	WTLV	09/17/12	09/18/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MT-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2				\$150.00		0.00			
E 13	WTLV	09/14/12	09/14/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	----F--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		2				\$225.00		0.00			
E 14	WTLV	09/17/12	09/18/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2				\$225.00		0.00			
E 15	WTLV	09/14/12	09/14/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$1,000.00		0.00			
E 16	WTLV	09/18/12	09/18/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	-T-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-----		1				\$1,000.00		0.00			
E 17	WTLV	09/17/12	09/18/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2				\$450.00		0.00			
E 18	WTLV	09/14/12	09/14/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	----F--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		2				\$450.00		0.00			

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 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WTLV	09/14/12	09/14/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	----F--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					2	\$450.00		0.00			
E 19	WTLV	09/12/12	09/12/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	--W----	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$525.00		0.00			
E 20	WTLV	09/12/12	09/12/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	--W----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					2	\$400.00		0.00			
E 21	WTLV	09/17/12	09/18/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$400.00		0.00			
E 22	WTLV	09/18/12	09/18/12	5a-530a 5a-530a	CM	M-F 5a-530a	-T-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$450.00		0.00			
E 23	WTLV	09/12/12	09/12/12	5a-530a 5a-530a	CM	M-F 5a-530a	--W----	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					2	\$450.00		0.00			
E 24	WTLV	09/18/12	09/18/12	530a-6a 530a-6a	CM	530a-6a	-T-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$450.00		0.00			
E 25	WTLV	09/12/12	09/14/12	530a-6a 530a-6a	CM	530a-6a	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$200.00		0.00			
E 26	WTLV	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$400.00		0.00			
E 27	WTLV	09/15/12	09/15/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$175.00		0.00			
E 28	WTLV	09/15/12	09/15/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$335.00		0.00			
E 29	WTLV	09/15/12	09/15/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$315.00		0.00			
E 30	WTLV	09/16/12	09/16/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$400.00		0.00			
E 31	WTLV	09/16/12	09/16/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$335.00		0.00			
E 32	WTLV	09/16/12	09/16/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$400.00		0.00			

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E 32	WTLV	09/16/12	09/16/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	-----S	1		\$400.00		0.00						
													Totals	56	\$22,810.00